



*To Keep Your
Home
Snug
and
Tight*

Wrap it in -

SISALKRAFT
"Better Building Paper"

**-IT COSTS SO LITTLE
AND DOES SO MUCH**

TEST SAMPLE ON
INSIDE BACK COVER



See why Sisalkraft is
TOUGH—WATERPROOF—WINDPROOF
Test sample on back cover

BUILDING PAPER

wraps up the most valuable purchase of a lifetime---your home and everything you put into it.

The best plans—the finest materials—the most careful workmanship—may prove to be an expensive disappointment IF YOU THINK BUILDING PAPER IS UNIMPORTANT!

HERE IS WHAT GOOD BUILDING PAPER DOES

It doesn't matter what kind of exterior you plan for your home—it will allow a certain amount of air and moisture infiltration. Clapboards and shingles, or any lumber, absorb moisture and shrink, leaving cracks—stucco and brick are porous—and the joints between brick or stone work open. Without good building paper protection, rain and wind will cause damage and discomfort whenever it gets through the outside covering of your home.

It is the important job of good building paper to form a second "shell"—a protective barrier against wind—moisture—and dirt.

Good building paper must stop the wind that causes drafty, cold homes—and it must stop rain from penetrating the roof and walls, causing damage, discomfort and reducing insulation efficiency. Where air conditioning is planned, it is used as a moisture barrier to prevent the outward movement of vapor which causes sidewall deterioration, and reduces insulation value. Good building paper keeps wind and water out—and when desired, keeps moisture in.

To do its work efficiently—to protect your investment—to help safeguard your health—building paper must be a waterproof, airtight sheet with a minimum of expansion or contraction, and tough enough to be applied without holes, or tears of any kind.

AND SISALKRAFT COSTS SO LITTLE

Sidewall protection in a \$7500 home costs only from \$15 to \$25—subtract from that amount the cost of an ordinary paper (which you might use IF YOU DIDN'T KNOW BUILDING PAPER WAS IMPORTANT). Thus, the cost of Sisalkraft is but a few cents per year—over the lifetime of your home. Think of what that few cents buys—lowered maintenance cost—decreased depreciation—fuel economy—health and comfort.

"SISALKRAFT IS THE PERFECT BUILDING PAPER"

WHY SISALKRAFT KEEPS A HOUSE SNUG AND TIGHT

Sisalkraft is pre-treated — which means that its tough cover sheets are especially treated before combining, to resist shrinkage and fungus rot. This is standard in all 36" rolls. This exclusive feature is typical of the careful manufacture — soundness of recommended uses — and constant effort toward improvement — of Sisalkraft.

IT'S STRONG AND TOUGH!

Sisal fibres like paper, won't stretch—string and other reinforcements stretch when pulled and the paper breaks before the reinforcement takes the strain. There is over a half mile (approximately 2808 lineal feet) of steel-like sisal fibres, running both lengthwise and crosswise, in every square yard of Sisalkraft. That's why it can take the abuse which building paper gets—rough handling, dragged around, walked on.

Sisalkraft doesn't tear, rip or puncture like the flimsy papers—which often are torn and cracked before they are put in place. Wind and moisture penetrate even very small openings in a building paper. Sisalkraft applies quickly, easily, without waste and no battens are necessary. The fibres in Sisalkraft are so closely spaced that no matter where a nail is driven through it, they give absolute resistance to movement in any direction.

IT'S WATERPROOF AND AIRTIGHT!

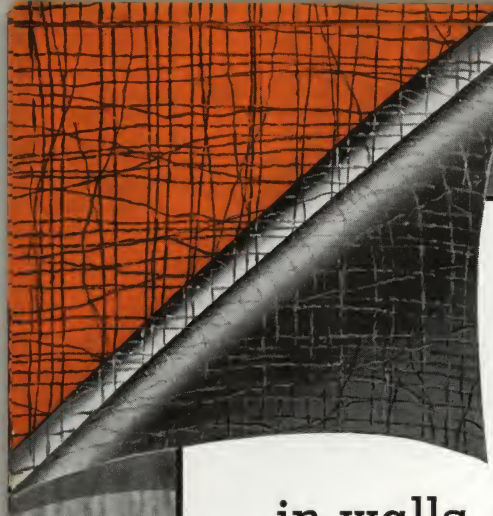
Even Noah recognized asphalt as ideal for waterproofing—he used it in the ark. And it is equally impermeable to air—when an unbroken film is maintained. The asphalt in Sisalkraft is constantly studied and checked in our laboratory—it won't run in hot weather or crack in cold. A generous quantity of this special asphalt is uniformly applied to both cover sheets. In the combining process (heat and pressure) the tough sisal fibres are embedded in, and completely surrounded by asphalt. Sisalkraft is really composed of six plies—two of asphalt—two of sisal—and two of pre-treated kraft. When combined they become a single, tough, water and airtight sheet.

IT'S TIME-TESTED AND PROVEN!

The quality of Sisalkraft is demonstrated by hundreds of thousands of installations—over a long period of years. This "Better Building Paper" has proved itself to be the dependable, economical protector of houses against the weather. Accept no substitute!

Suggest Sisalkraft to your Architect and Contractor

THEY WILL RECOMMEND IT HIGHLY



See why Sisalkraft is
← TOUGH—WATERPROOF—WINDPROOF
Test sample on back cover

SISALKRAFT

in walls, under flooring and beneath roofing

IN ANY TYPE WALL

Sisalkraft protection is needed in sidewalls—whether they be wood siding, shingle, stucco, brick or stone veneer. Wind and rain will penetrate any of these materials—that's why it is so important to wrap up your home beneath its outer shell—so necessary to cover all sheathing with wind- and waterproof Sisalkraft.

Corner posts, and window and door openings are vulnerable points—protect them well. Sisalkraft is more than strong enough to be pulled around corners and turned into all door and window openings. It goes into place intact—fast rough handling, or whipping winds won't hurt Sisalkraft.

The dead air cells in insulation are what make it effective—they must be protected from moisture, and wind infiltration or their efficiency is greatly reduced. Sisalkraft is waterproof and airtight!

UNDER FLOORING

Sisalkraft under flooring prevents moisture and dust rising upstairs from the basement, keeping your flooring clean and dry. This is important protection because cupping, warping and creaking in hardwood floors are commonly caused by moisture absorbed from below.

The toughness of Sisalkraft enables it to be applied without breaking, and without damage from men walking upon it, insuring an unbroken waterproof membrane between subfloor and finished floor. In floor lining, Sisalkraft should be turned up under the baseboards—as an added protection against drafts and moisture.

UNDER ROOFING

Sisalkraft is a dry sheet—not roofing. It stops water that is forced under shingles by a high wind; that leaks through a damaged roof; or that backs up from melting snow and ice in gutters and valleys. It also stops a lot of air from leaking out of the attic.

When a nail is driven through Sisalkraft the asphalt core is penetrated. If this asphalt were dry and brittle the resulting hole would permit leaks. But since the asphalt in Sisalkraft is of a special tacky composition, and since it is protected against oxidizing by cover sheets, it hugs or clings tightly to the shank of the nail and seals the hole.



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← **TOUGH — WATERPROOF — WINDPROOF**
Test sample on back cover

SISALKRAFT

FOR CURING AND PROTECTING CONCRETE.

Clean, dustless, beautiful concrete is very important for the basement. It means a livable, attractive floor, free from fine dust, and easy to clean. Walks, driveways, steps, garage floors, etc., also are important to the appearance of every home. To have strength, texture, and beauty in all of your concrete, you must have proper curing. Without it, the best materials and the most careful workmanship, will not produce good concrete.

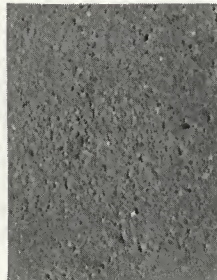
Concrete may be strong, comparatively speaking, but if it is improperly cured it will wear, crack, and dust. The continued sweeping away from an improperly cured floor of what looks like dust and dirt, is more often the uncombined fine cement of the concrete surface. This leaves a pitted and uneven finish which continually becomes worse. **THAT'S WHY SISALKRAFT CURING IS SO IMPORTANT.**

Curing is the chemical change necessary for water, cement, and gravel to combine. It is accomplished by sealing in with Sisalkraft the original mixing water in the concrete until the chemical change is complete.

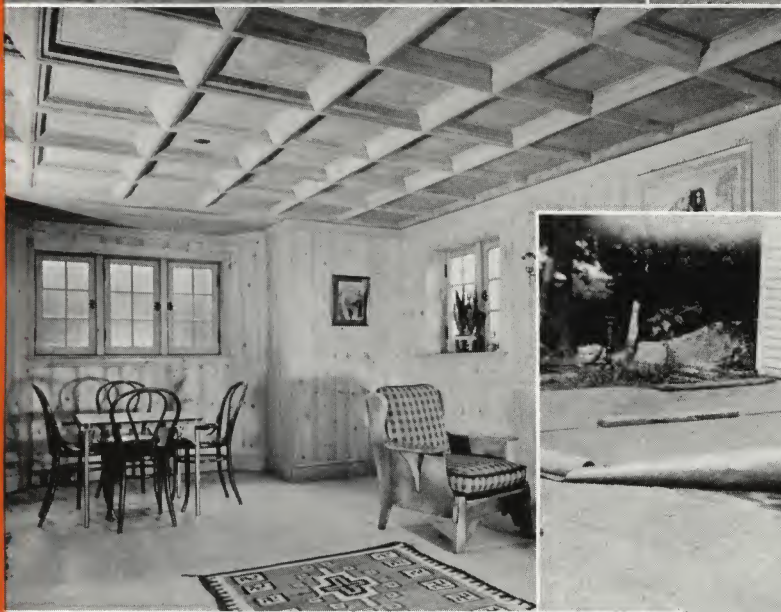
Today, the basement is used almost as much as the living rooms and therefore it is important that the concrete floors be kept free from construction stains, dirt, and debris. Sisalkraft cures the concrete and at the same time keeps the floor clean—it can be left in place until all work is finished and the house is ready for occupancy.

An average size basement floor can be cured with Sisalkraft for as little as \$8.00. And the same paper can be used for curing the driveway, walks, and garage floor. Thus, the cost of Sisalkraft curing is negligible. For further data write for folder B-721-H.

This concrete block was cured with Sisalkraft. It has undergone a severe sand blasting test with practically no damage. The strength, beauty and density of this kind of concrete can easily be recognized. This clearly illustrates the way Sisalkraft-cured concrete resists wear in actual service.




Here is shown concrete out of exactly the same mix as that pictured at the left, the only difference being that it had no protection from rapid drying. Note how badly the same sand-blasting damaged the surface. That's what happens under ordinary wear when concrete is not cured properly.



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THEY WILL RECOMMEND IT HIGHLY



See why Sisalkraft is
TOUGH—WATERPROOF—WINDPROOF
Test sample on back cover

SISALKRAFT

protection for home -- industry -- farm

What, Silos of Paper?—certainly! Over 150,000 of them—made of Sisalkraft and corn cribbing — have been used by farmers. See picture on opposite page.

Paper tough enough to serve as a silo, is NOT ORDINARY building paper! It's so strong, waterproof and windproof that in addition to its construction uses, Sisalkraft has scores of others—in the home—in industry—and on the farm.

HOME

After floors, stairs, bathtubs and mantels are in place in your new home, protect them with Sisalkraft during interior finishing—from dirt, stains, paint, and accidental damage.

Contractors can use Sisalkraft to protect partially completed work and material temporarily stored outside—to keep it clean and dry.

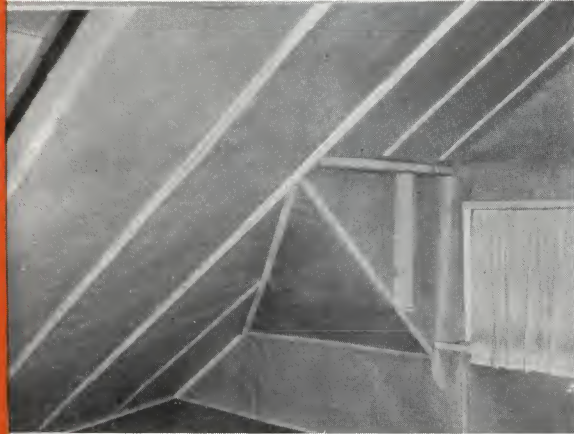
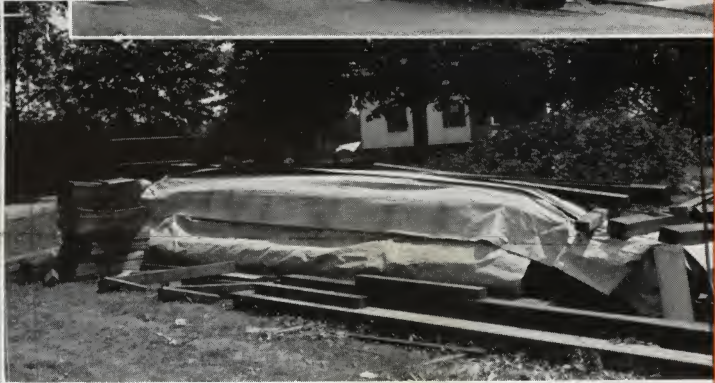
Sisalkraft is ideal for lining coal bins, attics, garages, summer cottages, under porch space—covering tennis courts for winter—protecting the car motor during heavy rains or washing—wrapping shrubs for winter protection—packaging for storage or shipment—and a host of other practical applications.

FARM

On farms Sisalkraft is used: to line all outbuildings, cover machinery, to make poultry houses weather tight—for practical haystack covers, temporary silos, for tarpaulins, and in many other ways.

INDUSTRY

Sisalkraft is used to protect shipments of steel—furniture—textiles—automobiles—fruits and innumerable other items. Its waterproofness keeps dampness out, or seals moisture in—its toughness protects against damage. Sisalkraft has a multitude of industrial uses. Our engineers welcome a discussion with you of your shipping problems—write for details.



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TOUGH — WATERPROOF — WINDPROOF
Test sample on back cover

COPPER-ARMORED SISALKRAFT

WHAT IT IS -- WHAT IT DOES

For hundreds of years pure copper has been known as one of the most durable, workable, and protective metals, BUT, the use of copper in thickly rolled sheets has been limited because of high cost. Today, electro-deposits of copper on lead drums produce thin sheets of pure copper, free from pin holes, in any width up to sixty inches. A perfect, thin sheet of copper is just as impermeable to water or moisture as a thick sheet. Thus, the protective value of copper—thick or thin—is dependent upon intact applications, not upon weight.

Thin sheets of copper need reenforcement for handling, and to assure undamaged application. THE PROBLEM IS ANSWERED IN COPPER-ARMORED SISALKRAFT.

Copper-Armored Sisalkraft is a perfect combination—thin sheets of pure electro-deposit Anaconda Copper are bonded under heat and pressure with tough Sisalkraft. It is flexible . . . will not kink or crack. The non-elastic sisal reenforcement of Sisalkraft gives copper the necessary strength to insure rapid and undamaged application.

It is an ideal concealed window and door flashing—to eliminate the possibility of leaks around these openings. Copper-Armored Sisalkraft is ideal for covering the top of foundation walls to prevent rotting of structural base timbers. As a concealed flashing in roof valleys and ridges, roof and sidewall junctures, it prevents water and moisture from seeping through. Copper-Armored Sisalkraft is also used for waterproofing and dampproofing basements—in fact many greatly varied problems of water and moisture proofing are solved by Copper-Armored Sisalkraft. It is the new way—the economical way—to durable, positive copper protection.

Copper-Armored Sisalkraft is inexpensive. That's why it is becoming increasingly popular. It is available in 1 oz., 2 oz., and 3 oz. weights. Sisalkraft folder CA-1H gives details and construction data. Write for it.

THE SISALKRAFT CO.

205 West Wacker Drive, Chicago

101 Park Avenue
NEW YORK

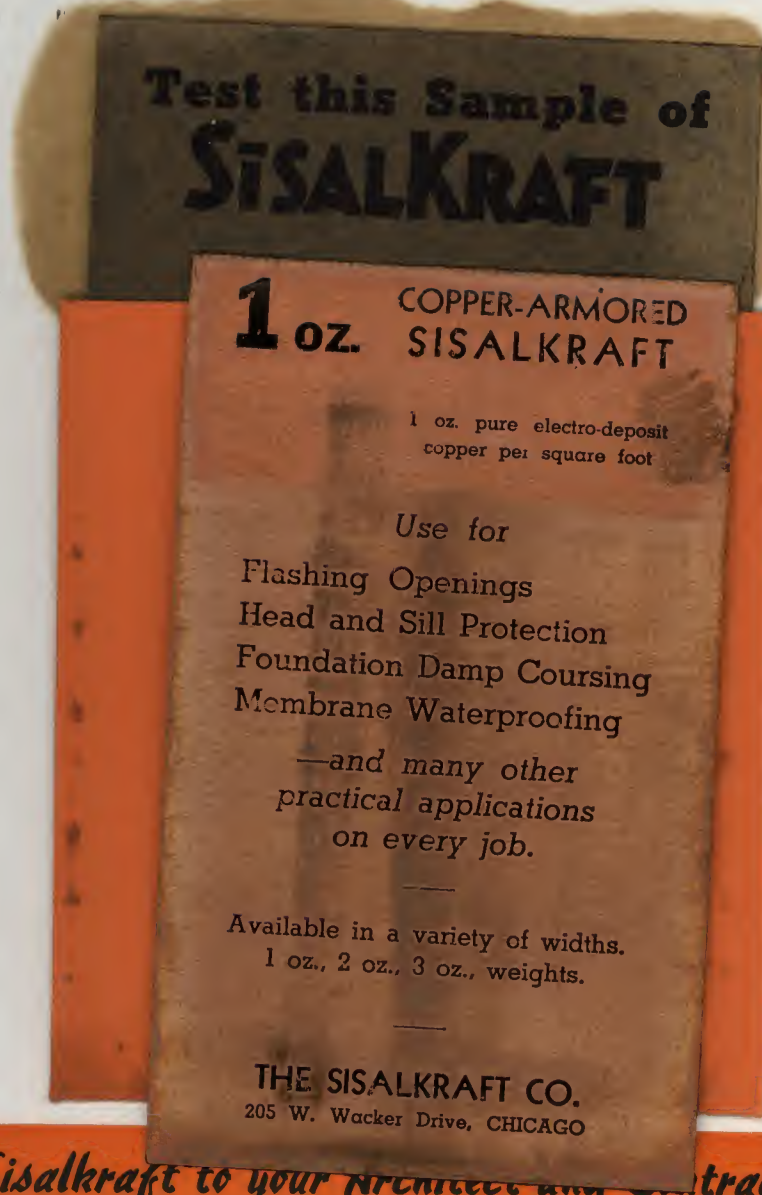
55 New Montgomery Street
SAN FRANCISCO

Below is a sample of
SISALKRAFT
TEST IT!

When you tear it up you will see its tough sisal fibre reenforcement—its special tacky asphalt—and its covers, pre-treated to resist shrinkage and fungus rot. You will see how all these have been combined under heat and pressure into a strong, moisture- and air-proof sheet.

Testing will demonstrate to you why Sisalkraft is better building paper—why it should be in your new home. Sisalkraft COSTS SO LITTLE and DOES SO MUCH!

As proof of the recognized quality of Sisalkraft, it is sold by 15,000 lumber dealers throughout the United States. They and we will gladly give you further information.



Suggest Sisalkraft to your Architect and Contractor

THEY WILL RECOMMEND IT HIGHLY

SISALKRAFT Building Paper
is one of the most important,
yet least expensive, items
which can go into your home.
It is called upon to protect
practically your entire invest-
ment.

Ahead is the **SISALKRAFT**
Section. It will be worth your
time to study it carefully.

A CENTURY OLD CHARM *for the Home of Today*

CAST IRON VERANDAS & RAILINGS

A hundred years ago Smyser-Royer craftsmen executed many of the delicate designs found on these pages. Unhurried, and with a skill that is all but lost in this machine-mad world of today, they gave us a heritage of lasting beauty. Original and authentic patterns, some dating back to the early Nineteenth Century, or new designs made to specification, will be cast with the same care and skill that made our forebears famous.



TRINITY COURT STUDIO

Louis Stevens, Architect

SMYSER-ROYER COMPANY

Our 100th Year



MODERN *or* TRADITIONAL

Cast Iron adds a smart note to a new home



J. Linerd Conarro, Architect

The smart details above and to the right answer the problem of finding an attractive entrance for the medium priced home.

In an age when bold simplicity becomes the keynote of architectural design, the delicate motifs of Smyser-Royer cast iron verandas and railings give a vibrant touch to an otherwise uninteresting surface. The leaf forms of these details serve to bring the home closer to the surrounding foliage—to achieve that wedding of house and earth so sought after by all architects. Modern or traditional, cast iron will add a smart note to your home!

Below, the house and its surroundings become one by the skillful use of cast iron details.



*Willis Irvin
Architect*



Jerome Robert Cerny, Architect

Here the architect has achieved a remarkably fresh and charming effect with cast iron. Smyser-Royer patterns are versatile and lend themselves to a wide variety of applications.



TRINITY COURT STUDIO

*Louis Stevens
Architect*

TOMMINS STUDIO

HEDRICH-BLESSING STUDIO

A perfect frame for the vista beyond, these cast iron details make a happy transition between house and garden.

A hundred years of experience have given our craftsmen a heritage of skillful casting. It is this that makes Smyser-Royer verandas and railings so delicate in detail, so outstanding in beauty.

PHOTO BY ROBERT W. TERRELL



Will W. Griffin, Architect

Note how the graceful forms of the cast iron soften the hard exterior of this entrance—how carefully the design is balanced to give interest to a plain surface.

*Shepard and Stearns
Architects*



Walter J. Johnson, Decorator

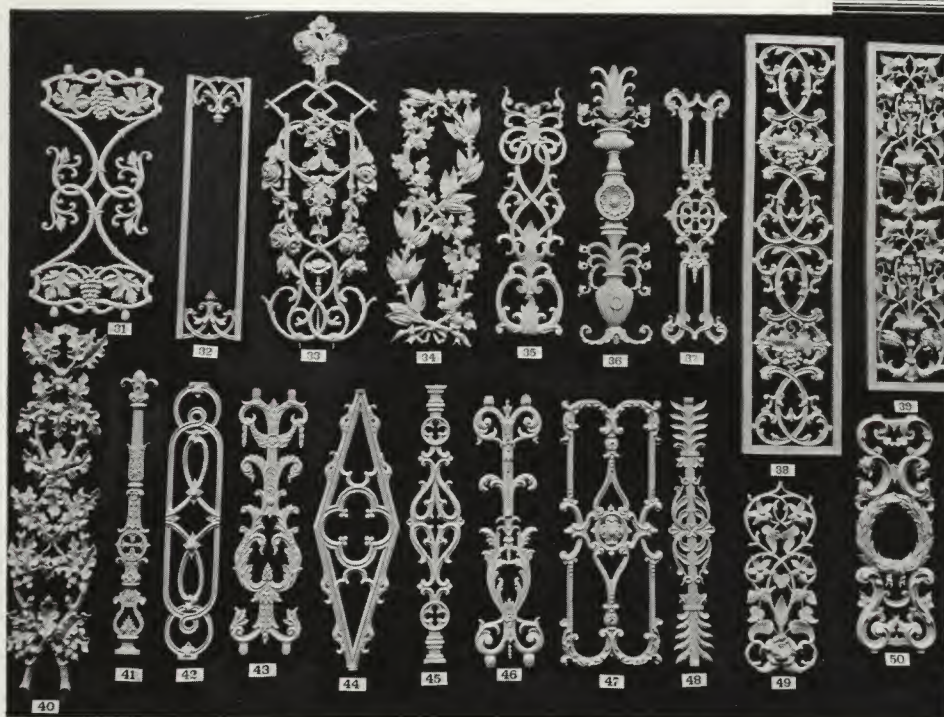
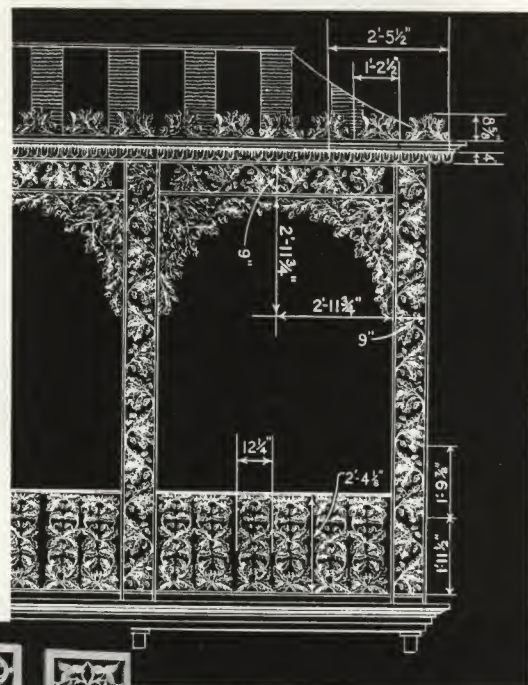
Here is a porch that's cool and inviting, because the leaf forms of the cast iron suggest the shade it promises. At the right is evidence of the smart note the use of Smyser-Royer details give to the modern home.



Robert Rodes McGoodwin, Architect

Hundreds of Designs

Almost unlimited design combinations are possible with Smyser-Royer castings. Since its founding in 1840, this company has preserved many of the more beautiful patterns so that authentic designs of a century ago are not only immediately available, but are low in cost. For those who prefer, this company is fully equipped to execute faithfully all new designs.



Garden Furniture

This cast iron furniture is inexpensive and made in a variety of designs. It is shipped assembled in wood crates.



ASK THE MAN WHO'S DESIGNING YOUR HOME

The man who is designing your new home will recognize the many possibilities to be found in these cast iron details. Ask him to write for more complete details or refer him to "Sweet's Catalog File." Smyser-Royer dealers, experts in the fabrication of cast iron verandas and railings, are located in all principal cities.

SMYSER-ROYER COMPANY • 1717 SANSOM STREET • PHILADELPHIA, PA.
MAIN OFFICE AND WORKS—YORK, PA.

IN YOUR NEW HOME ... *Electricity*
WILL BE ONE OF YOUR MOST VALUABLE SERVANTS

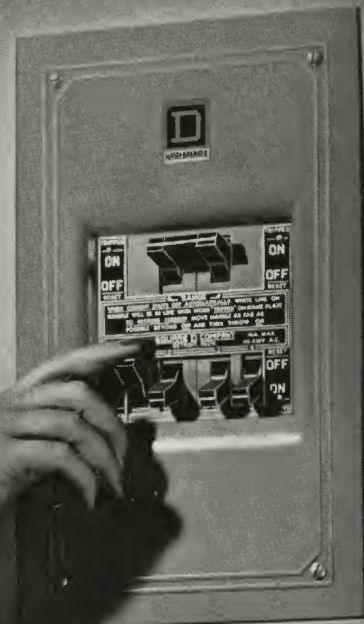


*Now is the time to be sure it will serve
you to the utmost..through the years*



Your Home

DESERVES THIS



• Everyone appreciates electricity but few understand it. We take for granted such modern conveniences as electric lights, radio, fans, refrigerators, water heaters, washing machines, ironers, electric ranges and kitchen appliances. We seldom consider how electric current comes into our house and what is required to make it a safe and reliable servant.

Electric current flows through wires, just as water flows through pipes. If pipes were too small, you couldn't draw water in your kitchen and in your bath at the same time. If wires are too small, you can't add electrical conveniences as you want them. That is why adequate wires should be built into the house. It is expensive to change them later on.

Be sure your plans provide for adequate wiring in your home. Be sure, too, that they include the Square D Multi-breaker—for the modern electric circuit protection which eliminates fuses and fuse replacement.



No annoying delays. Current is restored when it is needed.

ONVENIENCE AND PROTECTION —

the **SQUARE D MULTI-BREAKER**

is the connecting link through which electricity flows from the power line into your home. It controls the distribution of current and protects your home against the hazards of short circuits and dangerous overloads. It is approved by the Underwriters' Laboratories for all home construction. This circuit breaker is the most modern electrical control you can install.

the **SQUARE D MULTI-BREAKER** ends, forever, the annoyance and inconvenience of blown fuses. The Square D Multi-breaker *eliminates fuses completely.*

the **SQUARE D MULTI-BREAKER** affords safe protection. When a short circuit or dangerous overload occurs, the circuit is cut off automatically. A simple movement of a non-metallic, shock-proof lever restores current unless danger still exists.

the **SQUARE D MULTI-BREAKER** brings peace of mind, avoids embarrassing and perhaps serious lapses in electric service. Does all this sound expensive? If you think so, turn the page for a pleasant surprise.



Neat and compact,
the Multi-breaker can be installed in any convenient wall.



Always safe
—no possibility of shock.





A STEP YOU'LL NEVER REGRET

ASK YOUR ARCHITECT TO SPECIFY THE **SQUARE D MULTI-BREAKER** IN YOUR HOME

The price you pay for Multi-breaker safety, protection and convenience is unbelievably small. For the average home, the cost is about \$11.00. Ask your architect to get cost figures both ways—Multi-breaker and switch and fuse equipment. Compare the two and you'll find the difference is negligible.

Ask your architect to specify the Square D Multi-breaker for your home. If he has already planned to use switch and fuses, the Multi-breaker still can be substituted without any change or increase in total wiring costs.

Be Sure it's **SQUARE D** *Because—*

- Square D has been the pioneer in the designing and manufacturing of residential circuit breakers.
- Square D Multi-breakers are now protecting more than two million circuits throughout the world.
- Square D, as your architect, builder or electrical contractor will tell you, symbolizes quality and dependability throughout the electrical industry.

SQUARE D COMPANY

DETROIT - MILWAUKEE - LOS ANGELES

IN CANADA: SQUARE D COMPANY CANADA LIMITED, TORONTO, ONTARIO

